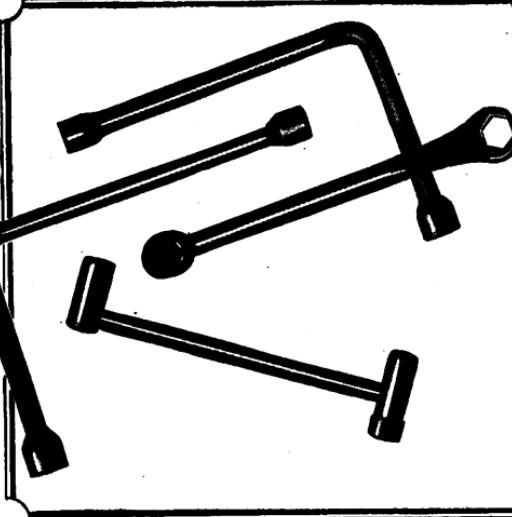


Mechanics See the Difference

Blackhawk one-piece wrenches move fast off the shelf—because mechanics and motorists prefer the locks and “feel” of these trim, black tools. They are real service tools built to stand the gaff in the busiest shops. Many of these wrenches are exclusive designs. Mechanics are quick to see the difference, and they pass the word along.

Tough-steel sockets are broached to exactly 1-64 inch oversize, and are *welded* to husky handles with exactly correct reach and leverage. Just a few are shown here.

Set shown is Special 4-Piece Set for Chevrolet—handles usual service jobs. Ask your jobber's salesman. Write for complete catalog.



BLACKHAWK MFG. COMPANY
Dept. C MILWAUKEE, WIS.

**Blackhawk "4 in 1"
Universal Rim Wrench**

Handles all rim nut sizes—5-8 in., 11-16 in., 3-4 in. and 7-8 in. A flip of the wrist snaps any socket into place. No springs or ratchets. Oversize 5-8 in. handle. One-piece drop forged head. Liberal discounts.

BLACKHAWK

Wrench Stock, \$30— Cabinet FREE



This *new* Blackhawk Cabinet puts you in the profitable socket wrench business for \$30. Its assortment of 88 tools lists at \$50. You net \$20.

The Cabinet is FREE with first order—all steel, in handsome colors. From the very complete assortment of Blackhawk Handles and Sockets you can quickly make up sets for mechanics or any car.

List of socket sizes is on one door of cabinet, and a quick reference chart on the other. "Wrench Set Manual", also furnished free, shows correct sizes for each car.

Ask your jobber's salesman to show you this new No. 2 assortment and cabinet that sells wrenches *in sets* that run into real profits.

Write for your copy of the Blackhawk catalog

BLACKHAWK MFG. CO., Dept. C, Milwaukee, Wisconsin

BLACKHAWK

"4 in 1"—The wrench for tire service—versa-
versly used. Handles all rim nut sizes,
changing with a flip of the wrist—
5/8", 11/16", 3/4" and 7/8".
Liberal discounts. Lists,
\$3.95.



Blackhawk
"4 in 1" Rim
Wrench

BLACKHAWK

Rim Wrench



ONLY
50¢

MAKES TIRE
CHANGING
EASIER!

Made and Guaranteed by BLACKHAWK MFG. CO. Milwaukee, Wis.

This Sells Rim Wrenches

Blackhawk
4 in 1 Universal
Rim Wrench
No. 5104
The standard
heavy duty tire
service tool for
tire stations and
garages.



\$3.95

List

This free counter display is a whiz for you right now when the roads are thronged with cars. Every motorist is a prospect, and the 50 cent price for Blackhawk quality is a cinch to pop loose half-dollars aplenty.

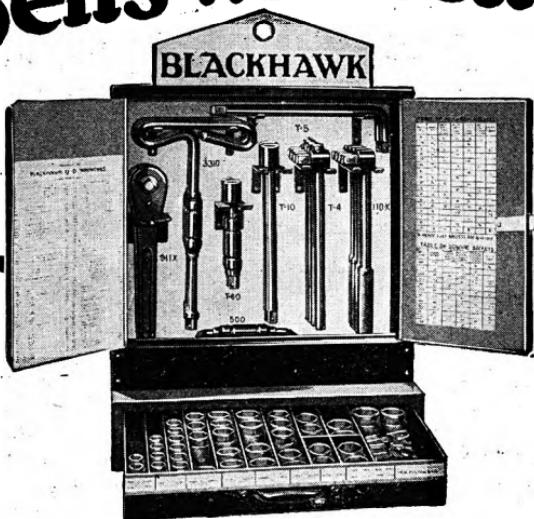
The flashing, bright colored display holds one 50c wrench out of stock. Dealer's Rim Wrench Assortment No. 5200 contains 18 rim wrenches of the *three most popular sizes*: 10 of $\frac{5}{8}$ ", 3 of $11/16$ " and 5 of $3/4$ ", each selling at 50 cents.

Handles $\frac{1}{2}$ inch steel, with sockets WELDED on—not pinned or riveted. $\frac{4}{5}$ inch shanks for easy use on Disc Wheel Nuts. From your jobber, or write us.

Blackhawk Mfg. Co.
Dept. C. Milwaukee, Wis.

BLACKHAWK

It Sells Wrenches!



This \$30 Wrench Assortment (with Cabinet FREE) Nets \$20 Profit

This new Blackhawk Cabinet puts you in the profitable socket wrench business for \$30. Contains 88 tools listing \$50. You net \$20.

Flashing lithographed all-steel cabinet is FREE with first order. Equips you with Blackhawk handles and sockets to make up sets for mechanics or any car. Sizes for each car shown in Wrench Set Manual, furnished FREE.

Ask your jobber's salesman to tell you the turnover on this new No. 2 assortment and cabinet. It sells wrenches in sets that run into big money. Get the peak season profits—now!

**BLACKHAWK
MFG. COMPANY**

Dept. C

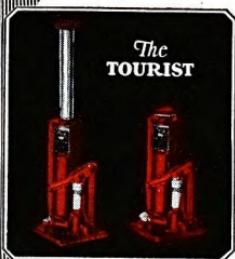
MILWAUKEE, WIS.

Blackhawk fast selling special kits come in seven standard sets in four sizes of steel cases. Cases are also supplied separately, and you can make up sets to order right out of the cabinet. Write for Blackhawk Catalog.



Standard Set 32C
Lists \$21.65

BLACKHAWK



A motorist model that will handle practically all popular cars. $1\frac{1}{2}$ ton capacity. A child can operate it. Readily placed and removed without getting under car.

Tested at factory far beyond rated capacity.



Low enough to get under any axle, with double lift that is high enough to handle any and all low-slung, balloon-tire cars without getting under car. The least hand pressure on handle will raise 4,000 lbs. Hand-adjustable extension for extra high work.



Every motorist is a prospect.

Hydraulic

BLACKHAWK JACKS, Hydraulic Oil-Power, tested for many months against every other type, have shown themselves unequalled for power, ease of lifting, ease of control and complete dependability. In general use for five years under another name on the Pacific Coast, they are now further improved and standardized by Blackhawk engineering.

With a Blackhawk Jack a child of 5 can raise a heavy car, evenly, easily and safely. Long, bayonet lock handle places Jack under most difficult axle, low chassis, overhang or platform, without getting under car. Short or long stroke raises load.

Same handle opens release valve for lowering, controls drop, and withdraws Jack. Lowering is a smooth, quick movement, under full control.



Easy work under any axle.



BLACKHAWK

Oil-Power!

One lift,
without re-
moving the
load pays
for the
Jack.



The great corporations using Blackhawk Jacks prove their absolute dependability. One big bus fleet has had more than 800 Blackhawk Jacks in service for the past three years as standard equipment. This is the Pickwick Stages System in interurban operation between El Paso and Seattle.

The merchandising and advertising of these jacks will be typically Blackhawk in vigor and effectiveness. The sales potential is tremendous among motorists, and bus and truck operators.

Ask for prices, discounts and details—from your jobber's salesman or direct from us.

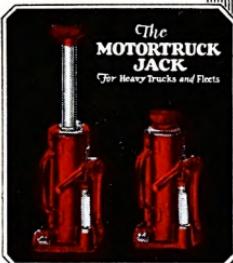
BLACKHAWK MFG. CO.
Dept. C8
Milwaukee, Wis.



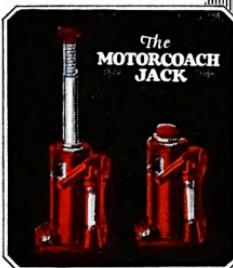
JACKS

**HYDRAULIC
OIL-POWER**

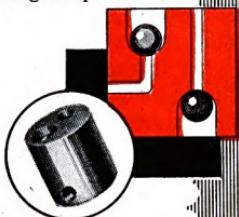
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Will easily lift
any heavily load-
ed truck—a one-
man job. No need
to unload and re-
load.



The Jack for
busses and speed
delivery fleets.
Lifts seven tons.
Long handle per-
mits easy placing
and operation, re-
gardless of over-
hang or platform.



**TWIN-
CHEK
Valve
Unit**

Heart
of the
Black-
hawk Jack. One minute
is sufficient to remove,
clean or replace it. An
exclusive, patented
BLACKHAWK feature.



**Sells Wrenches in Sets;
Stock \$30, Cabinet *FREE***

THIS new BLACKHAWK cabinet starts you in the profitable socket wrench business for only \$30. Its very complete assortment of 88 handles and sockets lists at \$50. You net \$20. Cabinet *FREE* with first order—all-steel in flashing colors.

You can quickly make up sets for motorists or mechanics, or servicing any car. List of socket sizes and quick reference chart show on doors of cabinet. "Wrench Set Manual," also *FREE*, gives correct sizes for each car.

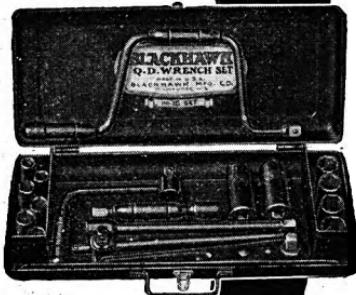
Ask your jobber's salesman to show you this new No. 2 assortment-and-cabinet. It sells sets of wrenches that run into real profits.

Blackhawk Manufacturing Co.

Dept. C Milwaukee, Wis.

Write for your copy of the
Blackhawk Catalog

*When you see
a HEX, think
of Blackhawk*



Blackhawk Standard Set 18A in steel case contains 18 tools; includes 12 sockets. Very handy and compact for mechanics, or car owner who makes own repairs.

Set 18A
List
Price
\$13.75.

BLACKHAWK

LIFTS *so easily,* LOWERS *so quickly*



B7.5—HI-WAY
Balloon Tire Jack.
Low enough to go
under any car with
balloon tires deflated



HYDRAULIC!

Tremendous in power,
smooth in action. Lifts in-
stantly, at the slightest
stroke of the long handle.
Equally positive in lifting,
holding, and lowering the
load.

7 $\frac{3}{8}$ " high—ex-
tends to 18". Hand-
le 34" long. Easy
placement. No get-
ting under car.
Slight pressure
raises 4000 lbs.

BLACKHAWK JACKS, Hydraulic Oil-Power, are a revelation—and a *revolution*—in jack efficiency. They raise the heaviest, most awkward car so easily that it's child's play to jack up any wheel or either axle.

The long bayonet-lock handle holds and slides the jack into position. Easy short *or* long strokes raise the load. The same handle opens the release valve for smooth, quick lowering; controls the movement and withdraws the jack.

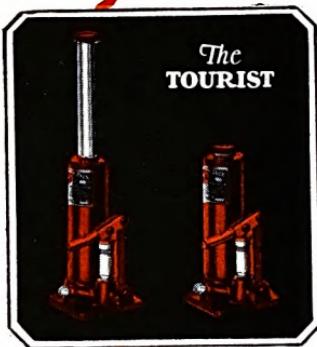
Dependability is assured by five years of severest service tests. In the famous Pickwick Bus Fleet of California, 800 Blackhawk Jacks have been standard equipment for the past three years. Tourists, jack-wise motorists and women drivers offer you a tremendous market. Ask your jobber's salesman.

*Ask how to get our
Demonstrator Display free*

BLACKHAWK MFG. COMPANY
Dept. C MILWAUKEE, WIS.

BLACKHAWK JACKS

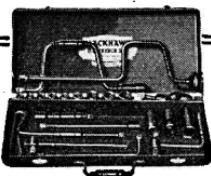
HYDRAULIC
OIL-POWER



"TOURIST"
1 $\frac{1}{2}$ -ton model for
average cars, 8 $\frac{1}{2}$
inches low, 14
inches high. Popu-
lar price, includ-
ing a-piece, 34-
inch handle



T W I N-
C H E K
Valve Unit
is the heart
of the Black-
hawk Jack.
Located be-
low pump (out-
side jack) 1 min-
ute removes it,
to clean or re-
place. Patented.



Set 423C with 10 tools, 9 sockets and 4 special sockets provides the Ford mechanic with a master mechanic set for Ford car repairs. Lists, \$17.05.



Set 23G—a complete drain plug outfit for all oil and gasoline service station work. Lists, \$12.20.

7 FAST-SELLING SPECIAL KITS

"The kit that made the hit"—seven standard sets of Blackhawk Handles and Sockets in four sizes of steel cases. The assortments are ideal selections grouped to include every necessary tool for various kinds of wrench work. Cases are also supplied separately and you can easily make up special sets out of the Blackhawk Display Cabinet.

Ask your jobber's salesman to tell you about the good profit and turnover on these popular sets. Write for the Blackhawk Catalog.

BLACKHAWK MFG. COMPANY
Dept. C. Milwaukee, Wis.

BLACKHAWK

(Continued from page 82)

So far I have been unable to discover a single disadvantage to the trade-in practice. Of course, there may be dangers in the practice if it is overdone. But isn't this true of everything? Stomach trouble is the result of over-eating. Sleeping sickness is too much sleep. Sun-stroke is too much warmth.

But taking the trade-in by and large, I know of no single practice that has entered merchandising during recent years that carries with it the vast possibilities for speeding up sales for the retailer, the jobber and the manufacturer.

Properly conducted, the trade-in is a good business practice and has a legitimate place in good merchandising.

Beggar (pleading): "Give a starving man a nickel for a cup o'

cawfee, please, will you, mister?"

"Sorry, but I've only got a five-dollar bill."

Beggar (affably): "Tha's all right, mister; I got change."

Another Couplet

There was once a young couple named Slightam,
Who were afraid that disease germs would bite 'em;
They ate an apple a day
To keep the doctor away,
But he came and brought twins, just to spite 'em.

Accidents Will Happen

"Yes, the mate fell overboard during the storm and was never seen again."

Old Lady: "What a shame! I suppose he was drowned?"

Sailor (patiently): "No; he sprained his ankle."